

## Message Text

PAGE 01 STATE 392385  
ORIGIN EB-07

INFO OCT-01 AF-08 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 COME-00  
/057 R

DRAFTED BY EB/OCA/CD:REDAY:JMN  
APPROVED BY EB/OCA/CD:WERAU  
AF/EPS:LWHITE  
AF/EX:RGREEN  
ARA/ECP:DLACEY  
ARA/MGT:GKRIEGER  
EA/EP:DBOERIGTER  
EA/EX:WCARTER  
EUR/RPE:RBRESLER  
EUR/EX:JTULL  
NEA/RA:DPATTERSON  
NEA/ES:VSCHAFER  
VIC/OIM:CBARRETT  
BIC/OIM:JDOYLE  
BIC/OIM:CGENDREAU  
BIC/CABNE:JRMCCAULEY

----- 011689 /43/44

O 010336Z DEC 76  
FM SECSTATE WASHDC  
TO AMEMBASSY BANGKOK  
AMEMBASSY BELGRADE  
AMEMBASSY BERN  
AMEMBASSY BOGOTA  
AMEMBASSY BONN  
AMEMBASSY BRASILIA  
AMEMBASSY BRUSSELS  
AMEMBASSY BUENOS AIRES  
AMEMBASSY CANBERRA  
AMEMBASSY CARACAS  
AMEMBASSY COPENHAGEN  
AMEMBASSY THE HAGUE  
AMEMBASSY HELSINKI  
AMCONSUL HONG KONG  
AMEMBASSY JAKARTA  
AMEMBASSY JIDDA  
AMEMBASSY KINSHASA  
AMEMBASSY LAGOS  
UNCLASSIFIED

PAGE 02 STATE 392385

AMEMBASSY LONDON  
AMEMBASSY MADRID  
AMEMBASSY MANILA  
AMEMBASSY MEXICO

AMEMBASSY NEW DELHI  
AMEMBASSY OSLO  
AMEMBASSY OTTAWA  
AMEMBASSY PARIS  
AMEMBASSY QUITO  
AMCONSUL RIO DE JANEIRO  
AMEMBASSY ROME  
AMEMBASSY SEOUL  
AMEMBASSY SINGAPORE  
AMEMBASSY STOCKHOLM  
AMEMBASSY TAIPEI  
AMEMBASSY TEHRAN  
AMEMBASSY TEL AVIV  
AMEMBASSY TOKYO  
AMEMBASSY VIENNA  
INFO AMCONGEN JOHANNESBURG  
AMEMBASSY PRETORIA

UNCLAS STATE 292385

C O R R E C T E D C O P Y (LAST SIX CLEARANCES  
OMIT ORIG XMIT)

E.O. 11652:N/A

TAGS: BEXP, AFSP

SUBJECT: PREPARATION OF FY 78 COUNTRY COMMERCIAL PROGRAMS

REF: STATE 054879

1. SUMMARY. THIS MESSAGE IS TO ALERT ADDRESSEES THAT THE DUE DATE FOR POST'S DETAILED RECOMMENDATIONS FOR FY 78 COUNTRY COMMERCIAL PROGRAMS (CCP), COMPLETE WITH ENUMERATION OF PROPOSED CAMPAIGN ACTIONS, WILL BE FEBRUARY 11, 1977. END SUMMARY.

UNCLASSIFIED

PAGE 03 STATE 392385

2. AIRGRAM CONTAINING INSTRUCTIONS. AN AIRGRAM CONTAINING SPECIFIC INSTRUCTIONS AND A MOCK-UP OF AN FY 78 CCP IS BEING PREPARED AND WILL BE POUCHED TO ADDRESSEES SOON. OBJECTIVE OF THIS CABLE IS TO PERMIT POSTS TO INITIATE PLANNING FOR THE FY 78 CAMPAIGNS AND OTHER CCP ACTIVITIES. (PRELIMINARY POST INPUTS FOR FY 79 RPT 79 WILL BE REQUESTED BY SEPTEL ABOUT MARCH 1 AND WILL BE DUE APPROXIMATELY APRIL 15.)

3. BACKGROUND COMMUNICATIONS. APPROPRIATE POINT OF DEPARTURE FOR INITIATING DETAILED PLANNING FOR FY 78 WILL IN MOST CASES BE POSTS' REVIEW OF INITIAL INPUTS SUBMITTED IN MID-APRIL 1976 IN RESPONSE TO STATE 054879, DATED MARCH 6. DURING NEXT TWO WEEKS OR SO ADDRESSEES WILL RECEIVE

FROM THE RESPONSIBLE COUNTRY MARKETING MANAGER, BIC/USDOC,  
A MESSAGE DISCUSSING VARIOUS ASPECTS OF POSTS' PRELIMINARY  
INPUTS FOR FY 78. IN SHAPING CAMPAIGN THEMES AND ACTIONS,  
POSTS ARE REQUESTED TO CONSIDER THE FOLLOWING IN ADDITION  
TO THE INDUSTRY DATA SHOWN IN PARA 7 OF STATE 054879:

(A) DIRECT, COMMERCE-SPONSORED EXPORT PROMOTION EVENTS  
ALREADY SCHEDULED FOR FY-1978; AND

(B) BEST PROSPECTS, AS SET FORTH FOR FY 78 IN MISSION  
RESPONSES TO STATE A-5223 OF AUGUST 4, 1975, AND AS POSSI-  
BLY MODIFIED IN RESPONSES TO STATE A-3358, A-3359 OR  
A-3360, EACH DATED JULY 7, 1976.

TAKING ALL CURRENTLY AVAILABLE PLANNING FACTORS INTO  
CONSIDERATION, INCLUDING THE PRESENT AND CURRENTLY ANTICI-  
PATED LEVEL OF RESOURCES, ADDRESSEE POSTS WILL BE REQUESTED  
BY THE FORTHCOMING AIRGRAM TO DEVELOP RECOMMENDATIONS FOR  
CAMPAIGNS AND OTHER SPECIAL POST EFFORTS, IN PRIORITY ORDER  
AND COMPLETE WITH PROPOSED CAMPAIGN ACTIONS.

4. SCENARIO AND FORMAT. THE TIMETABLE FOR PRODUCING A  
FINISHED FY 78 CCP DOCUMENT BY OCTOBER 1, 1977 GENERALLY  
WILL RESEMBLE THE SCENARIO FOLLOWED IN PRODUCING FY 77  
CCP'S, WITH MOST OF THE DRAFTING AND DIALOGUE BETWEEN POSTS  
AND WASHINGTON AGENCIES OCCURRING DURING THE FEBRUARY-JUNE  
PERIOD. DUE DATE FOR POSTS' DETAILED RESPONSES TO THE  
FORTHCOMING AIRGRAM WILL BE FEBRUARY 11. THE SEVEN  
UNCLASSIFIED

PAGE 04 STATE 392385

SECTIONS OF THE FY 78 CCP DOCUMENT WILL BE: OVERVIEW,  
PERSONNEL RESOURCES LIST; CAMPAIGN DEVELOPMENT; OTHER  
POST SPECIAL EFFORTS; PERSONNEL RESOURCE ALLOCATIONS  
(TABLE); FINANCIAL RESOURCES SCHEDULE (TABLE); AND  
ADMINISTRATIVE DIRECTIONS.

5. CHANGES IN FORMAT. PRINCIPAL CHANGES IN FY 78, TO BE  
REFLECTED IN THE FORTHCOMING AIRGRAM AND ITS ENCLOSURE  
WILL BE:

5A. CAMPAIGNS--INDIVIDUAL CAMPAIGN DEVELOPMENT STATEMENTS  
WILL NO LONGER CONTAIN RESOURCE ALLOCATION DATA;

5B. OTHER POST SPECIAL EFFORTS--THIS NEW HEADING AND THE  
INSTRUCTIONS PERTAINING TO IT WILL PERMIT GREATER EMPHASIS  
ON MAJOR PROJECTS AND OTHER ACTIVITIES HERETOFORE SHOWN  
AS QUOTE NON-CAMPAIGN ACTIVITIES UNQUOTE. PROVISION MAY  
BE MADE FOR ANY AREA OF PERENNIAL OR UNUSUAL ACTIVITY  
WARRANTING SPECIAL ATTENTION DURING FY 78 (E.G. PROMOTING  
THE FOREIGN BUYERS PROGRAM; INSTITUTING A NEW COMMERCIAL  
NEWSLETTER; UNDERTAKING A VISUAL SEARCH MICROFILM FILE TEST  
PROGRAM; COPING CREATIVELY WITH AN ANTICIPATED HEAVY WORK-

LOAD IN THE EXPORT CONTROL FIELD; INCREASED INVESTMENT FACILITATION OR PROTECTION ACTIVITY NECESSITATED BY A HOST COUNTRY'S POLICY CHANGES, ETC.).

5C. RESOURCE ALLOCATIONS--PROJECTIONS WILL BE CONSOLIDATED IN TWO KEY TABLES: A PERSONNEL RESOURCE ALLOCATION TABLE (IN PERSON DAYS) AND A CCP FINANCIAL RESOURCES SCHEDULE.

5D. FINANCIAL RESOURCES SCHEDULE--WILL BE MORE CLOSELY TIED TO POST BUDGET DOCUMENTS THAN HERETOFORE, WITH DATA TO BE PRESENTED FOR FY 76 (ACTUAL), FY 77 (BEST ESTIMATES BASED ON ALLOTMENTS), AND FY 78 (REQUESTED BY POST), UNDER FIVE HEADINGS CORRESPONDING TO THE FIVE MAIN CATEGORIES USED BY BUDGET AND FISCAL OFFICERS AT POSTS AND IN STATE'S GEOGRAPHIC BUREAUS. THESE ARE: REPRESENTATION; TRAVEL; CONTRACTUAL SERVICES (INCLUDING COMMERCIAL NEWSLETTER PRINTING); COMMERCIAL LIBRARY; AND QUOTE OTHER UNQUOTE.

5E. COUNTRY COMMERCIAL ACTION GROUP--MEETINGS TO BE HELD UNCLASSIFIED

PAGE 05 STATE 392385

SEMI-ANNUALLY INSTEAD OF THE CURRENT QUARTERLY SCHEDULE, ALTHOUGH QUARTERLY PROGRESS REPORTS WILL STILL BE NECESSARY.

6. COORDINATION AT POST. CCP MANAGERS ARE REQUESTED TO COORDINATE CLOSELY WITH ADMINISTRATIVE SECTIONS OF THEIR EMBASSIES, PARTICULARLY THE BUDGET AND FISCAL OFFICERS, TO ENSURE THAT FINANCIAL RESOURCES TO SUPPORT CCP ACTIVITIES WILL BE INCORPORATED IN ALL RELEVANT POST BUDGET DOCUMENTS.

7. THE FOREGOING CHANGES REPRESENT A COORDINATED EFFORT BY STATE AND COMMERCE TO RATIONALIZE THE CCP FORMAT AND TO INCORPORATE SUGGESTIONS MADE BY THE POSTS TO IMPROVE THE CCP AS A PLANNING AND MANAGEMENT DOCUMENT.

8. FOR JOHANNESBURG AND PRETORIA: SEPTTEL WILL FOLLOW LATER CONCERNING PREPARATION OF THE FY 78 COMMERCIAL RESOURCES ALLOCATION GUIDE FOR SOUTH AFRICA. KISSINGER

UNCLASSIFIED

<< END OF DOCUMENT >>

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 16 SEP 1999  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 01 DEC 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976STATE392385  
**Document Source:** ADS  
**Document Unique ID:** 00  
**Drafter:** EB/OCA/CD:REDAY:JMN  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** n/a  
**Film Number:** D760459-0402  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19761293/baaaerdn.tel  
**Line Count:** 206  
**Locator:** TEXT ON-LINE, TEXT ON MICROFILM  
**Office:** ORIGIN EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** wolfsd  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 21 MAY 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <21 MAY 2004 by hattaycs>; APPROVED <13 AUG 2004 by wolfsd>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PREPARATION OF FY 78 COUNTRY COMMERCIAL PROGRAMS  
**TAGS:** BEXP, AFSP  
**To:** BANGKOK  
BELGRADE  
BERN  
BOGOTA  
BONN  
BRASILIA

BRUSSELS  
BUENOS AIRES  
CANBERRA  
CARACAS  
COPENHAGEN  
THE HAGUE  
HELSINKI  
HONG KONG  
JAKARTA  
JIDDA  
KINSHASA  
LAGOS  
LONDON  
MADRID  
MANILA  
MEXICO  
NEW DELHI  
OSLO  
OTTAWA  
PARIS  
QUITO  
RIO DE JANEIRO  
ROME  
SEOUL  
SINGAPORE  
STOCKHOLM  
TAIPEI  
TEHRAN  
TEL AVIV  
TOKYO  
VIENNA INFO AMCONGEN JOHANNESBURG  
PRETORIA

**Type:** TE

**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006